



BRAND GUIDELINES



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INTRODUCTION

These brand guidelines are available for anyone who will be creating content on behalf of Fair Food Network for an external audience. Inside, you'll find guidance on both our verbal brand and our visual brand. The verbal brand section will include messaging that describes why we're here, what we do, and how we do it. The visual brand section will include guidance on how to use our logo, colors, fonts, and illustrations.

These guidelines will ensure that everyone who's writing or designing for Fair Food Network is presenting a unified look, feel, and story. Read on for how you can help bring our work to life in a way that is clear, consistent, and resonant with our key audiences.



OUR BRAND IDEA

Our **brand idea** is the story that sits at the heart of Fair Food Network's brand. It's the essence of who we are, the inspiration for how we position ourselves, and the seed from which all our content, design, and messaging grows. It's an idea awaiting creative articulation.

What's the essence of our story?

Start With Food

If someone asks you what we mean by "start with food," here are some talking points you can share:

- It's about food as a starting point for solutions.
- It's about food as a path to common ground.
- It's about food as a direct connection between community health and environmental resilience.
- It's about food as a source of connection between people, community, and culture.
- It's about food as a tool for partnerships in an interdependent world.
- It's about food as a focal point for addressing long-standing inequities.
- It's about food as a foundation for everything; If we don't get food right, nothing else matters.

OUR BRAND NARRATIVE



Usage: Our brand narrative can be used to set the tone for important events and meetings—especially with people who are not familiar with Fair Food Network.



Sharing the brand idea’s narrative is another way to help people understand what we mean by “start with food.” This narrative is included in the opening of our organizational brochure.

Start With Food

It all starts with food.

Food gives us life. It connects us to our culture, our communities, and our history.

Food is a source of common ground. When we gather around a table, we build community. Each of us brings something to share and leaves with a stronger sense of belonging.

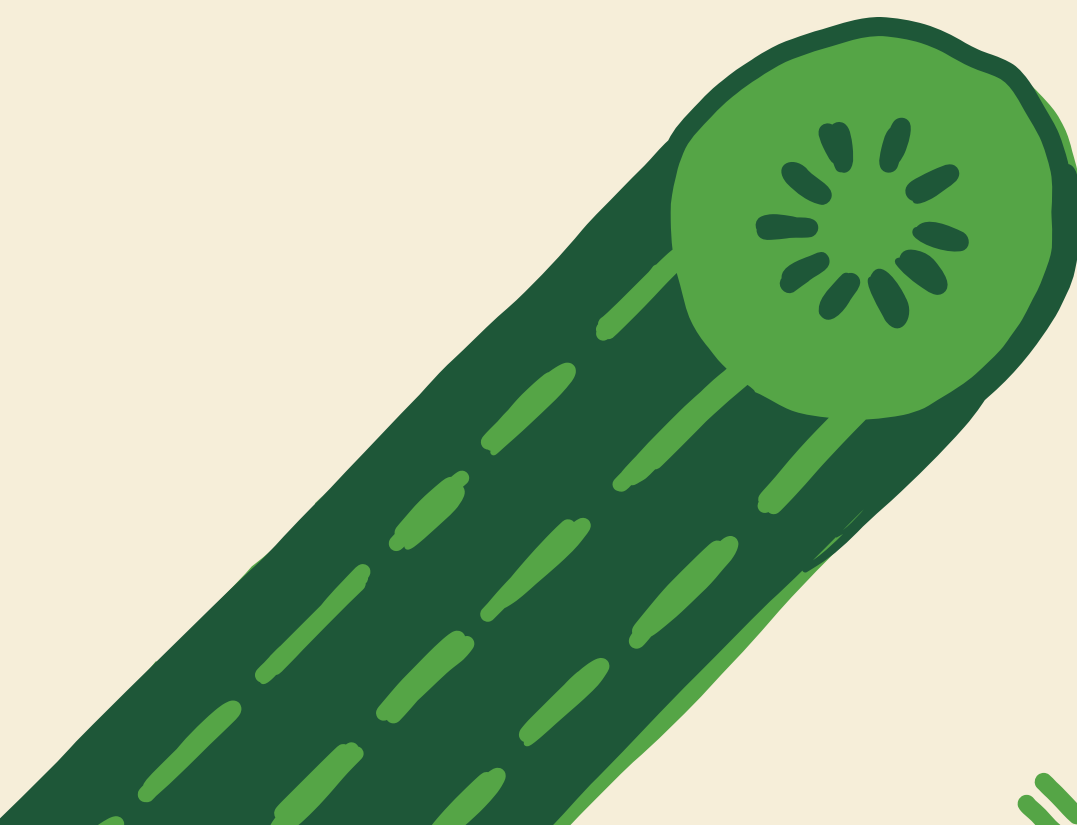
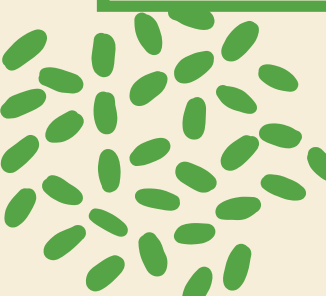
Food connects us to the ground beneath our feet. It helps us recognize the abundance of our planet and reminds us that community health and environmental resilience grow

together. It helps us understand the interdependence of our many shared systems—and how food is woven into each of them.

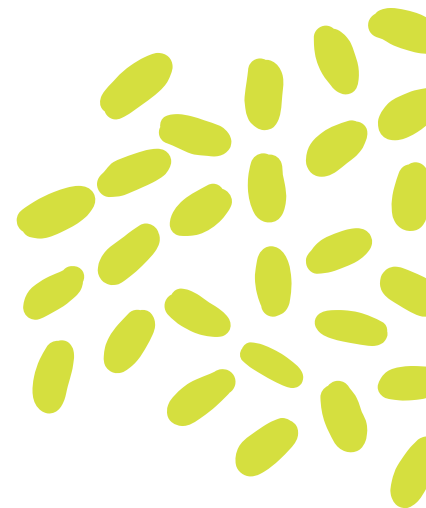
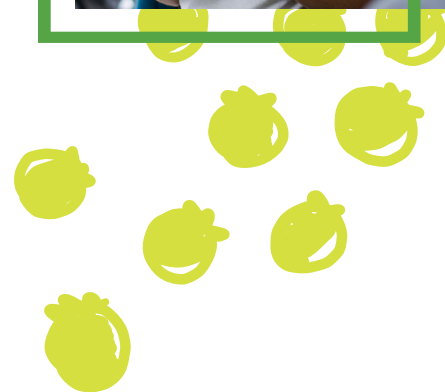
When we start with food, we can identify solutions. We can build lasting partnerships and vibrant, thriving communities. And we can find new ways to address long-standing inequities.

When we start with food, we see what unites us. When we start with food, our impact radiates outward. When we start with food, we take steps toward a fairer future—one where each of us has access to healthy food, economic opportunities, and a planet that can sustain us all.

When we start with food, everything else is possible.



OUR PURPOSE



Our **purpose** is our North Star. It's why Fair Food Network is here and doing this work. It's the reason why we get out of bed every morning. It should inspire and endure—guiding us for the next decade and beyond.

If anyone is curious about our purpose or mission, or asks why Fair Food Network exists, share this statement. The talking points beneath the statement can be used to help describe it. While nobody is expected to memorize the fine print, it's important that you learn each of the three talking points. You can always reference this document if you need to provide more detail.

Our Purpose:

To grow community health and wealth through food.

We're working to make affordable, healthy food a choice that's accessible to all.

We believe that affordable, healthy food is a fundamental right. So we build, scale, and support efforts that offer people more ways to purchase the fruits and vegetables they need to lead healthy lives.

We're supporting farmers and local food businesses as engines for change.

When the people that provide our food thrive, we all thrive. We keep farmers and food businesses at the center of our work, knowing that they create a foundation for health, wealth, and environmental stewardship.

We're championing food-based approaches to environmental stewardship.

We support drivers of both environmental and community health and resilience, starting with more sustainable diets and reduced food waste.

OUR VALUE PROPOSITION



Our **value proposition** describes what we do and how we do it. It's the overarching approach that governs Fair Food Network's work.

If anyone asks what Fair Food Network does, you can start with the **value proposition** statement. If anyone asks how we do our work, you can use the three talking points accompanying the statement, which make up our Theory of Change. While nobody is expected to memorize the fine print, it's important that you learn each of the three talking points. You can always reference this document if you need to provide more detail.

Our Value Proposition:

We transform how resources flow through the food economy to create a more fair and resilient future.

Financial Investing

We invest in food organizations and businesses serving their communities.

Local food organizations and businesses are sources of community nourishment and culture, economic opportunity, and environmental stewardship. By moving money their way, we aim to redress racial and gender inequities and support local vision and resilience.

Capacity Building

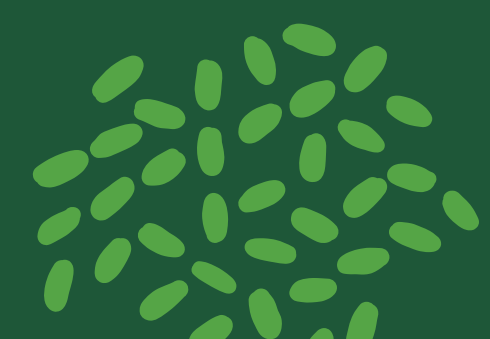
We collaborate with partners to co-create solutions that strengthen our collective capacity and impact.

We know that we're stronger when we build each other up. Working in partnership, we help share knowledge, sharpen our skills, and foster connections that overcome systemic barriers.

Policy Advocacy

We advocate for policies that bring proven solutions to scale.

We recognize the power of policy to create systemic change. We've grown programs from the heartland to both coasts, and we use our experience to champion efforts that channel funding and political momentum toward restorative solutions.



OUR VISION



Oftentimes, when organizations think about their **vision**, they think about the world they want to create or the impact they hope to have. Our **purpose** and its related talking points do a good job of expressing this for our organization (see page 6), so we use our **vision** to look inward and articulate something different: how we'll show up in the world moving forward. Our **vision** describes how we want to position ourselves. It's an aspirational goal for who we want our organization to be that feels ambitious, but still within reach.

Our **vision** helps people outside of Fair Food Network understand how we see ourselves within our field. It is focused on the role we play and the experience that others have with us: we aspire to be a *trusted partner*.

The three accompanying talking points articulate the subgoals that will help us achieve our **vision**. While nobody is expected to memorize the fine print, it's important that you learn each of the three talking points. You can always reference this document if you need to provide more detail.

Our Vision:
To be a trusted partner for programs, policies, and investments that harness the potential of food.

We'll foster coalitions and collaborate with others to bring proven solutions to scale.
 We understand the importance of coming together. We'll work with partners to build collective power and direct more resources toward programs and investments that support vibrant communities.

We'll catalyze transformative changes to local and regional food economies around the country.
 We believe in the value of investing in local businesses, national programs, and everything in between. We'll leverage insights and lessons learned from our on-the-ground work to create immediate and long-term community impact.

We'll model, share, and exchange knowledge to improve how food is used as a tool for equity.
 Instead of extraction and exploitation—the effects of structural racism—our work strives to model economic belonging, justice, and environmental stewardship. Together with partners, we will help each other build a more equitable world through food.

OUR BRAND PILLARS



Collectively, our **brand pillars** help us understand what sets us apart within our landscape of peers. They're the key elements we hold sacred. They're what we want to be defined by and known for.

If anyone asks what makes us unique, or wants to know what key things define us, you can share these pillars. While nobody is expected to memorize the fine print, it's important that you learn each of the pillars by name and understand what they mean. You can always reference this document if you need to provide more detail.



I. Rooted In Community

We think in terms of communities: local businesses, farmers, and the people that surround them. We listen for community guidance, invite feedback, and share wisdom that shapes our collaborative work.

II. On-The-Ground Learning

Our expertise is anchored in experience, continuous learning, and rigorous evaluation. Our decisions are driven by data, and our practices are grounded in actual practice.

III. Centered On Equity

Our work interrupts unjust historical patterns, augmenting the power, resources, and opportunities in communities so that everyone has what they need to thrive.

IV. Immediate Impact & Systems Change

Our work involves a dual focus: tangible, timely impact for communities, coupled with lasting systemic change that addresses long-standing inequities.

OUR BRAND PERSONALITY



Our **brand personality** is about how we look, sound, and make someone feel when they encounter our brand. The most powerful brands possess personalities that are a true reflection of who they are—and who they aspire to be at their very best.

This personality chart identifies practical attributes that inform our tone of voice and design principles. When we create a piece of content—whether it’s website copy, an email newsletter, a presentation, a video, or a social media post—we should ask ourselves whether we’re making our desired impressions through our words, designs, and images.

Tone of Voice

Design Principle

Impression

Real

Human

I feel respected.
I can be my full self.

Honest

Simple

I feel committed.
A better world is possible.

Inclusive

Organic

I feel engaged.
We’ll be stronger together.

Kind

Warm

I feel heard.
We trust each other.

Down-to-earth

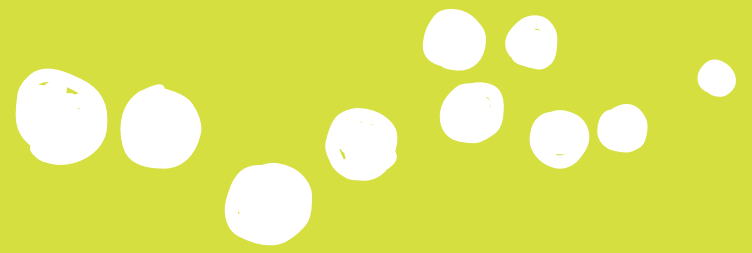
Approachable

I feel valued.
The world is in good hands.

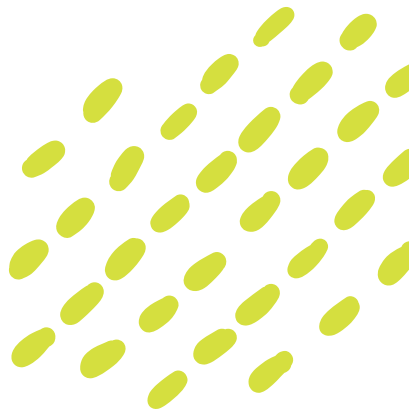
Optimistic

Vibrant

I feel hopeful.
Let’s do this.



BRINGING IT ALL TOGETHER



Here is a summary of all our verbal brand elements in one place, accompanied by an official one-line description and boilerplate language for Fair Food Network.

One-Liner

Fair Food Network is a national nonprofit and investor that grows community health and wealth through food.

Boilerplate

Fair Food Network is a national nonprofit and investor that grows community health and wealth through food. We transform how resources flow through the food economy for a more fair and resilient future. Our approach integrates policy advocacy that brings proven solutions to scale, partnerships that increase our collective impact, and investments in food organizations and businesses that serve their communities. We're building a world in which everyone has access to healthy choices, economic opportunity, and a resilient environment. When we start with food, everything else is possible. Join us at FairFoodNetwork.org.

Brand Idea

Start With Food

Purpose

To grow community health and wealth through food

Value Proposition

We transform how resources flow through the food economy to create a more fair and resilient future.

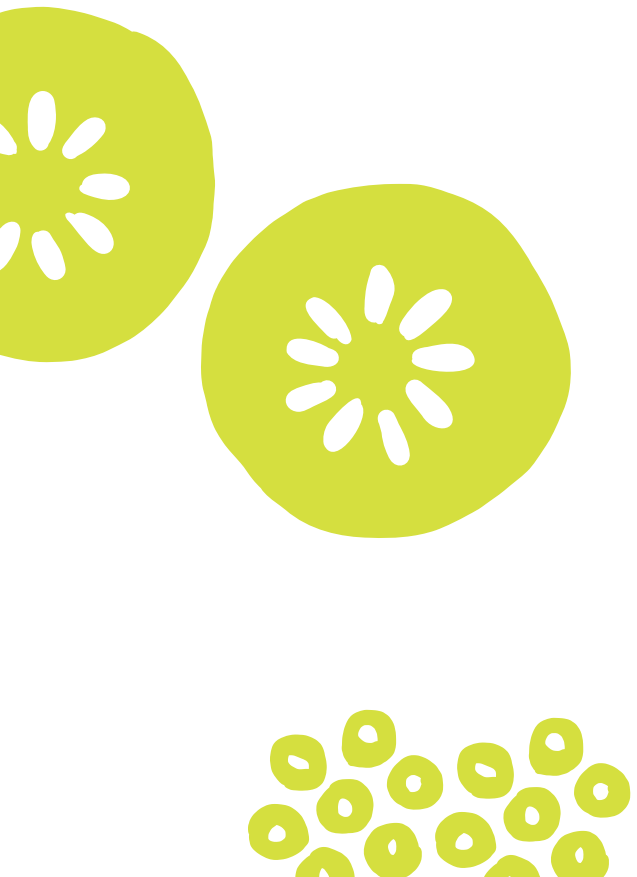
Vision

To be a trusted partner for programs, policies, and investments that harness the potential of food.

Brand Pillars

Rooted in Community
On-the-Ground Learning
Centered on Equity
Immediate Impact and Systems Change

Tone Of Voice	Design Principles
Real	Human
Honest	Simple
Inclusive	Organic
Kind	Warm
Down-to-earth	Approachable
Optimistic	Vibrant





DESCRIBING OUR PROGRAMS



Fair Food Network has two primary programs:

01 Nutrition Incentives

02 Impact Investing

For each program, we have developed official one-line descriptions and boilerplate language to ensure that we are describing them accurately and consistently. We've also developed talking points to use as needed for the primary audiences of each program. These talking points are not meant to be used verbatim, but should help guide conversations with individuals and organizations within these audiences who want to better understand the programs and how they might engage with each one.



NUTRITION INCENTIVES

One-Liner

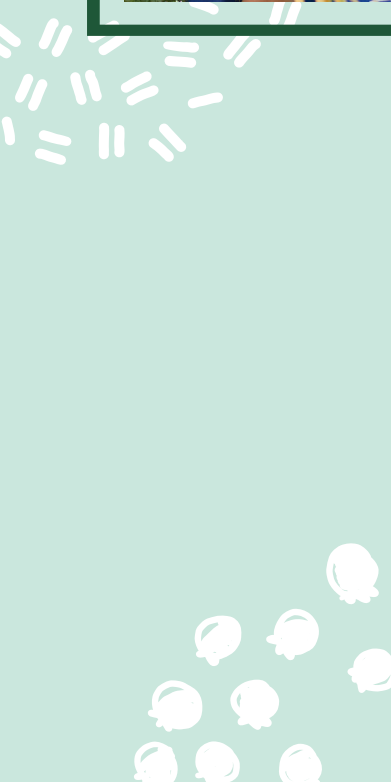
Fair Food Network builds, scales, and supports efforts that expand healthy food choices and spark economic opportunity in communities across the country.

Boilerplate

Fair Food Network builds and supports nutrition incentives that expand healthy food choices and spark economic opportunity. SNAP (formerly known as food stamps), for example, is the largest federal investment in our food and farming systems; the program distributes more than \$80 billion dollars a year. We work to ensure that those dollars provide fresh, locally grown food options for communities across the country.

Our Double Up Food Bucks program, which matches SNAP benefits spent on fruits and vegetables, began in our home state of Michigan. Since 2009, the program has been adopted by partners around the country, improving healthy food access from coast to coast. It continues to demonstrate the benefits of nutrition incentives for local farmers, retailers, and the people who need their services.

Leveraging our experience and lessons learned, we also lead technical assistance and innovation work that strengthens nutrition incentives and produce prescription projects nationwide. We also advocate for policies that build up our field's collective capacity and bring proven solutions to scale. As a trusted partner for program development, technical assistance, and public policy, we aim to develop and model new approaches that create immediate impact, support community-driven progress, and change systems for the better.





Nutrition Incentives: Talking Points For Partners

These messages are for current and potential fellow practitioners and field partners whose work Fair Food Network seeks to advance (e.g. Gretchen Swanson Center for Nutrition):

- We've supported the growth of nutrition incentives as a practitioner since 2009, when we launched our Double Up Food Bucks program in Michigan. Double Up matches each dollar of SNAP benefits that people use to buy fruits and vegetables.

- Because Double Up supports local farmers and food businesses, the program supports SNAP participants in creating positive change in their communities through their food dollars.

- Today, Double Up is a national model for nutrition incentive programs across the country, adopted by partners from coast to coast.

- We also lead technical assistance and innovation for the Nutrition Incentive Hub, a USDA-supported center launched in partnership with Gretchen Swanson Center for Nutrition.
- We advocate for policy change that makes nutrition programs more available, effective, and equitable.
- We bring practitioners together to solve problems, elevate successful approaches, and strengthen the field.



Nutrition Incentives: Talking Points For Funders

These messages are for institutional funders that provide grant dollars for nutrition incentive work, which could include anything from Double Up implementation in Michigan to national policy work. Most have a specific focus (e.g. health, economic development):

- We build and support nutrition incentive programs that expand healthy food access and spark economic opportunity across the country. That includes the work we do in making sure that SNAP benefits, the largest federal investment in our food systems, make the biggest possible community impact.

- We bring our Double Up Food Bucks program to communities across Michigan, which meets immediate needs and supports people in using their food dollars to create positive change in their communities.

- Our nutrition incentive work is informed by our on-the-ground experience and lessons learned through creating and running programs, as well as our perspective as a technical assistance leader for partners around the country.

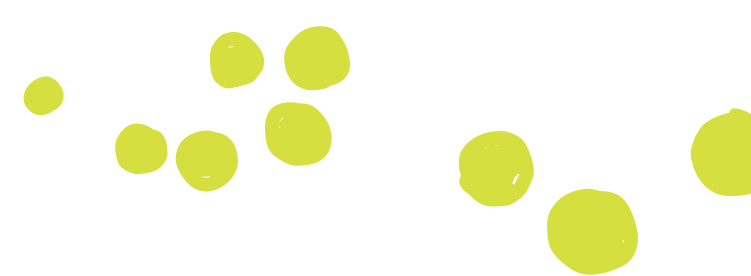
- Leveraging our experience creating and supporting nutrition incentive programs, we lead technical assistance and innovation for the Nutrition Incentive Hub, which was set up with USDA funding as part of our current Farm Bill.

- We have a proven track record in advocating for successful policy change, including our work in supporting the adoption of Double Up across the nation.

- We're a convener for national networks of practitioners. Today, we're working to support continuing expansion of nutrition incentive programs, and making sure that public funds flow equitably into communities across the country.

- Our nutrition incentive work addresses a range of root causes, including hunger, nutrition security, local economic development, and food system resilience. We collaborate with partners and funders to advance our shared goals, and our missions complement one another.

- We create immediate impact in communities, and we also support them in creating systems-level change that meets their long-term needs.



IMPACT INVESTING



One-Liner

Fair Food Network fuels the success of food entrepreneurs through catalytic capital, wrap-around business services, and a commitment to place-based impact investing collectives.

Boilerplate

Fair Food Network believes that food businesses are powerful engines for positive change. Farmers, grocers, and other local food entrepreneurs provide their communities with vital nourishment, economic opportunity, and environmental stewardship. Working at the intersection of food, health, and economic justice, Fair Food Network fuels the success of food entrepreneurs through catalytic capital, wrap-around business services, and a commitment to place-based impact investing collectives. We focus our investments on people who are most often overlooked by traditional investors, particularly people who have been marginalized due to their race, ethnicity, and/or gender. Together, we're building thriving communities and a more inclusive economy.

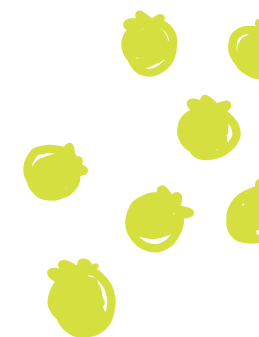


Impact Investing: Talking Points For Partners

These messages are for business lenders, business assistance providers, and community groups working in food and/or entrepreneurship spaces:

- We're a direct investor. Our Fair Food Fund invests in local food businesses that are engines for positive change in their communities. To build equity in this field, we center our Fund investments on those who are most often overlooked by traditional investors, particularly people who have been marginalized due to their race, ethnicity, and/or gender.
- We also convene and develop place-based impact investing collectives that work at the intersection of food, health, and economic justice.
- We aim to invest creative, catalytic capital that moves the needle for entrepreneurs, and we often partner with other lenders to enable investments that wouldn't otherwise be possible.

- We bring more than money to the table. We help our entrepreneurs make critical connections, access business assistance, and share their knowledge with others in the field.
- As a connector, business assistance provider, and co-investor, we're here to support our shared mission and increase our collective impact.



Impact Investing: Talking Points For Funders

These messages are for funders and investors on the program/grantmaking side as well as the investor/PRI side (e.g. smaller family foundations, high-net-worth individuals giving through donor-advised funds) who want to make their money work for good:

- Investing with us is a powerful opportunity to make a positive social impact.
- We work at the leading edge of community-governed investing models; we're also a national nonprofit that generates broader community and systems change.
- We're a direct investor. Our Fair Food Fund invests in local food entrepreneurs who are engines for positive change in their communities. To build equity in this field, we center our investments on people who are most often overlooked by traditional investors, particularly people who have been marginalized due to their race, ethnicity, and/or gender.
- We also convene and develop place-based impact investing collectives that work at the intersection of food, health, and economic justice.

- We aim to invest creative, catalytic capital that truly moves the needle for entrepreneurs, and we often partner with other lenders to enable investments that wouldn't otherwise be possible.
- We bring more than money to the table. We help our entrepreneurs make critical connections, access business assistance, and share their knowledge with others in the field.
- As a connector, business assistance provider, and co-investor, we're here to support our shared mission and increase our collective impact.
- Our investments build the kind of world we all envision—that is, a world characterized by nutrition security, food system resilience, environmental stewardship, and economic justice.



DESIGN GUIDELINES

01



72 px or more

02



72 px

OUR LOGO

Logo Applications

Different situations call for different applications of our logo. The logo has two acceptable options, each best used in specific circumstances. Those circumstances and situations are described in more detail below.

01 Primary Logo (Large)

This is the primary composition of our logo. In most cases, you'll want to use the Leafy Green version, given that the logo is used at a minimum of 1 inch or 72 pixels in size on white backgrounds. For smaller applications, use the darker Kale Green version for higher contrast.

02 Primary Logo (Small)

The Kale Green logo can be used at larger sizes. However, it should be specifically used for smaller applications when the logo shrinks below 1 inch or 72 pixels wide or when used with other lighter colors from our palette.



Logo Colors & Reverse Treatment

Our color logo is always composed of a one-color option—either Kale Green or Leafy Green. However, if you’re applying our logo to dark color backgrounds, our primary greens won’t show up well. In those cases, you can use a white-reverse option. We recommend that our white-reverse logo is used primarily with our darker colors: Kale Green, Leafy Green, Soil, Plum, Strawberry, and Beet. On the next page, we have provided color recommendations when using our one-color logo with various color backgrounds from our full palette.



Minimum Size
1 in / 72 px



Minimum Size
0.375 in / 27 px



Logo Padding & Minimum Size

Please avoid crowding our logo. Sufficient empty space around the logo should be maintained at all times to avoid visual noise interfering with the integrity of the brand.

The minimum amount of clear space is equal to the height of “FOOD” in the logo as indicated in the diagram.



DON'T squish the logo



DON'T apply color gradients to the logo



DON'T add outlines to the logo



DON'T rotate the logo



DON'T alter any elements of the logo



DON'T apply effects to the logo

Logo Application Don'ts

Please don't modify our logo in any way. Avoid adjusting, stretching, applying effects (i.e. drop shadows) or manipulating the logo in any other manner. Do not attempt to recreate the logo. Always use appropriate logo files.

Here you can see some of the more common infractions that threaten the integrity of our logo. Our brand's strength lies in the consistent application and use of our logo and its brand elements.

BRAND COLORS

Color Codes & Formulas

PRINT	WEB
C:0 M:0 Y:0 K:100	#000000 R:0 G:0 B:0
PRINT	WEB
C:0 M:0 Y:0 K:0	#FFFFFF R:255 G:255 B:255
PRINT	WEB
C:90 M:50 Y:90 K:28	#1E5739 R:30 G:87 B:57
PRINT	WEB
C:71 M:13 Y:100 K:0	#57A647 R:87 G:166 B:71
PRINT	WEB
C:44 M:0 Y:80 K:0	#99CC63 R:153 G:204 B:99

Color Palette + Tints

Black	100%	80%	60%	40%	20%
White	100%	80%	60%	40%	20%
Kale Green	100%	80%	60%	40%	20%
Leafy Green	100%	80%	60%	40%	20%
Herbal Green	100%	80%	60%	40%	20%

Color Codes & Formulas

PRINT	WEB
C:20 M:0 Y:90 K:0	#D6E040 R:214 G:224 B:64
PRINT	WEB
C:20 M:20 Y:30 K:75	#4E4B44 R:78 G:75 B:68
PRINT	WEB
C:40 M:0 Y:30 K:0	#99D4C0 R:153 G:212 B:192
PRINT	WEB
C:90 M:95 Y:30 K:10	#41336E R:65 G:51 B:110
PRINT	WEB
C:0 M:85 Y:80 K:0	#F04E3E R:240 G:78 B:62
PRINT	WEB
C:35 M:100 Y:58 K:36	#7A123A R:122 G:18 B:58

Color Palette + Tints

Lime Green	100%	80%	60%	40%	20%
Soil	100%	80%	60%	40%	20%
Mint	100%	80%	60%	40%	20%
Plum	100%	80%	60%	40%	20%
Strawberry	100%	80%	60%	40%	20%
Beet	100%	80%	60%	40%	20%

Color Codes & Formulas

PRINT	WEB
C:0 M:35 Y:50 K:0	#FAB383 R:250 G:179 B:131
PRINT	WEB
C:0 M:36 Y:91 K:0	#FBAE31 R:251 G:174 B:49
PRINT	WEB
C:15 M:5 Y:5 K:0	#D5E2E9 R:213 G:226 B:233
PRINT	WEB
C:12 M:40 Y:0 K:0	#D9A5CB R:217 G:165 B:203
PRINT	WEB
C:0 M:18 Y:100 K:5	#F3C404 R:243 G:196 B:4
PRINT	WEB
C:3 M:5 Y:15 K:0	#F5ECD8 R:245 G:236 B:216

Color Palette + Tints

Peach	100%	80%	60%	40%	20%
Apricot	100%	80%	60%	40%	20%
Mist	100%	80%	60%	40%	20%
Turnip	100%	80%	60%	40%	20%
Squash	100%	80%	60%	40%	20%
Onion	100%	80%	60%	40%	20%

TYPOGRAPHY USAGE

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
012345678
9!@#\$%^* >

Usage: For short main section titles, use Knockout 69 Full Liteweight all in uppercase format.

Font Alternative: Whenever the Knockout 69 Full Liteweight font isn't available (as in Google Docs), use Bebas Neue from Google Fonts.

AaBbCc
1234

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz 1234567890
{!@#\$%^&*?}(,.;'"/)

Usage: For subsection titles, title headings, and display statements, use Sentinel Black or Bold in title-case or sentence-case format.

Font Alternative: Whenever the Sentinel font isn't available (as in Google Docs), use Georgia Bold.

TYPOGRAPHY USAGE

AaBbCc
12345

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz 1234567890
{!@#\$%^&*?}(,.;:”/)

Usage: For sub-headings, main body text, quotes, and inline paragraph titles—or for bold emphasis within paragraphs—use our company font, General Sans.

Font Alternative: Whenever the General Sans font isn't available (as in Google Docs), use Helvetica or Arial.

Growing community wealth and health through food.

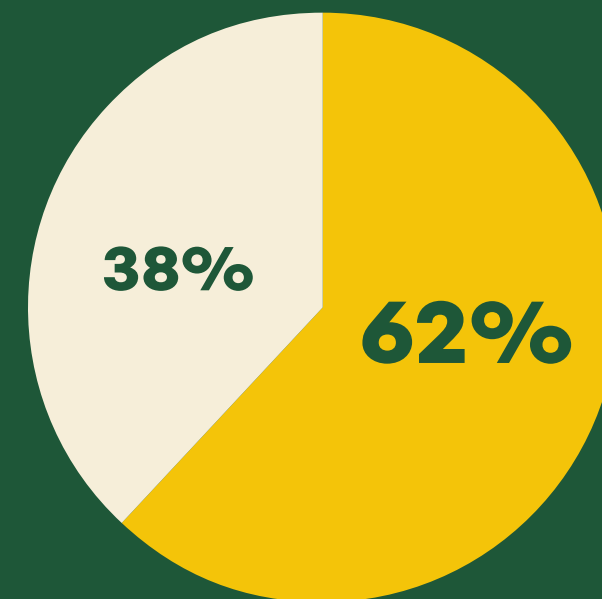
fairfoodnetwork.org

Insights

\$20M

In 2021, Double Up shoppers spent a total of \$20,174,693 at 1,325 participating brick-and-mortar and farm sites, representing an 85% increase from 2020.

Source: "2021 Impact: Behind The Numbers" Double Up Food Bucks 2021 Impact Report.



2021 Impact

Ore exernatur, quia sequam enistore optur aut fugit ma doluptatio. Fuga. Itate dolorum fugia qui dicit, venderitatis assequas aut haritius estisim repudae. Nem eos mos culpari andust facea qui sit quo es volupta solorepe secus sequi ulparibus, est,veligent, nobitem as rem dolorepro endusda astodo enduntio formida.

● Farm-Direct Sites ● Brick & Mortar Sites

TYPESETTING EXAMPLE

Knockout 69 Full Liteweight, Uppercase

Minimum 20 PT

SECTION TITLE, 50 pt

General Sans SemiBold, Uppercase

Minimum 6 PT

CAPTION STYLING, 9 pt

Sentinel Black or Bold, Title Case

Minimum 12 PT

Title Heading, 26 pt

General Sans Bold or Semibold, Title Case

Minimum 8 PT

Sub-Heading Example, 12 pt

General Sans SemiBold, Sentence Case

Minimum 8 PT

This is an inline heading. See how it's the same size as the body copy, but a heavier weight? 12 pt / 16 pt leading (the space between lines of text)

General Sans Regular, Sentence Case

Minimum 8 PT

I'm the body of your copy. Parunt labo. Et ad magnatibus ad qui core pos ipsam aut exerovitaque dolori autatures ulpa si ut adit que iliam, consedi tatibus antotat velit uta volor mi, sam atis molorem que volesti aspitii stibus sam quatibus sus soluptibus net entur, nam deri con nem. Namusap erchiligenis apicill aborem quia et ut veris mo con cus, odignis plitatem et endundel ide vendi ut eaquam qui aut rentem fugitatae verro ommostis de rehendi tiberfe rectempos alit mo idemque volum audam. 12 pt / 16 pt leading (the space between lines of text)

General Sans Italic, Sentence Case

Minimum 8 PT

"I'm a quote, what can I say." 12 pt / 16 pt leading (the space between lines of text)

COLOR CONTRAST ACCESSIBILITY

WCAG (Web Content Accessibility Guidelines) are international guidelines for the Internet.

Usage: Use this table to verify the color combos for compliance with WCAG 2.0 minimum contrast. Note that these are all possible color combos that pass the test.

AAA: Pass, AAA (7+)
AA: Pass, AA (4.5+)
AA18: Pass, Large Text Only (3+)

	White	Herbal Green	Lime Green	Mint	Peach	Apricot	Mist	Turnip	Squash	Onion
Kale Green	8.4 AAA	4.5 AA	5.8 AA	5 AA	4.7 AA	4.7 AA	6.4 AA	4.1 AA18	5.1 AA	7.2 AAA
White	8.4 AAA	3 AA18	8.7 AAA	10 AAA	3.5 AA18	10 AAA				
Leafy Green	3 AA18	3.6 AA18	3.5 AA18							
Herbal Green	4.5 AA	4.6 AA	5.8 AA	5.6 AA						
Lime Green	5.8 AA	6 AA	7.5 AAA	7.3 AAA						

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AAA: Pass, AAA (7+)
AA: Pass, AA (4.5+)
AA18: Pass, Large Text Only (3+)

Soil	White 8.7 AAA	Herbal Green 4.6 AA	Lime Green 6 AA	Mint 5.1 AA	Peach 4.9 AA	Apricot 4.6 AA	Mist 6.5 AA	Turnip 4.2 AA18	Squash 5.2 AA	Onion 7.4 AAA
Mint	Kale Green 5 AA	Soil 5.1 AA	Plum 6.5 AA	Beet 6.3 AA					Squash 6.6 AA	Onion 9.2 AAA
Plum	White 10 AAA	Leafy Green 3.6 AA18	Herbal Green 5.8 AA	Lime Green 7.5 AAA	Mint 6.5 AA	Strawberry 3 AA18	Peach 6.1 AA	Apricot 5.8 AA	Mist 8.2 AAA	Turnip 5.3 AA
Strawberry	White 3.5 AA18	Plum 3 AA18	Onion 3 AA18							Onion 9 AAA
Beet	White 10 AAA	Leafy Green 3.5 AA18	Herbal Green 5.6 AA	Lime Green 7.3 AAA	Mint 6.3 AA	Peach 5.9 AA	Apricot 5.6 AA	Mist 8 AAA	Turnip 5.1 AA	Squash 6.4 AA

COLOR CONTRAST ACCESSIBILITY

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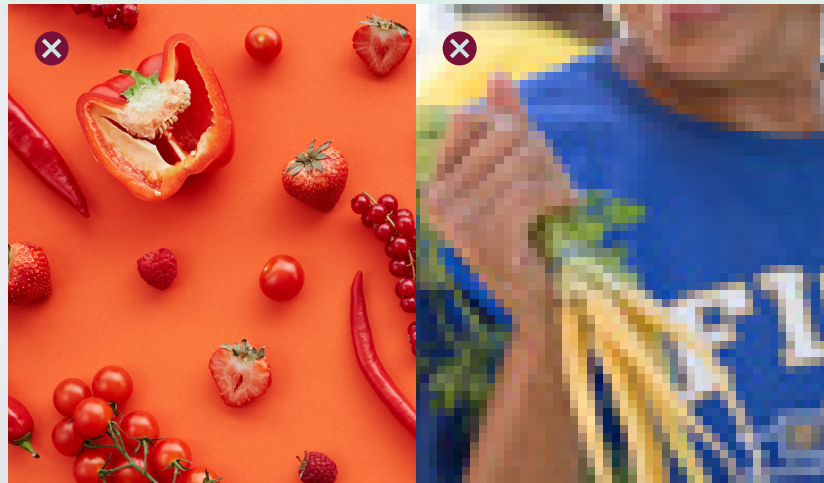
AAA: Pass, AAA (7+)

AA: Pass, AA (4.5+)

AA18: Pass, Large Text Only (3+)

Peach	Kale Green 4.7 AA	Soil 4.9 AA	Plum 6.1 AA	Beet 5.9 AA
Apricot	Kale Green 4.5 AA	Soil 4.6 AA	Plum 5.8 AA	Beet 5.6 AA
Mist	Kale Green 6.4 AA	Soil 6.5 AA	Plum 8.2 AA18	Beet 8 AAA
Turnip	Kale Green 4.1 AA18	Soil 4.2 AA18	Plum 5.3 AA	Beet 5.1 AA
Squash	Kale Green 5.1 AA	Soil 5.2 AA	Plum 6.6 AA	Beet 6.4 AA

Onion	Kale Green 7.2 AAA	Soil 7.4 AAA	Plum 9.2 AAA
	Strawberry 3 AA18	Beet 9 AAA	



PHOTOGRAPHY

Photo Usage

At Fair Food Network, photography is an important method for conveying our work. Make sure the photography you choose is human-centric, grounded, inspiring, and authentic. Professional, natural tones are hallmarks of our photography.

- ✓ Show positive, hopeful images that bring to life the families, farmers, and entrepreneurs with whom we work.
- ✓ As much as possible, use Fair Food Network proprietary images in place of stock images.
- ✓ Ensure diversity of age, gender, ethnicity, dis/abilities, and body shapes and sizes in images.
- ✓ You can also spotlight artful closeups of food, but refrain from over-styled, culinary images.

- ✓ Focus on fresh, healthy food in a market environment.
- ✓ Images should be a mix of both portrait and landscape formats and at least 2400 pixels wide or higher. If smaller images or optimized images are needed, it is always best to downsize from a larger image than to enlarge from a small image. The larger the original image, the better.
- ✗ Avoid staged, trendy stylized photos used in hip restaurant photography and food blogs.
- ✗ Avoid using low-resolution imagery, photos that are too busy or look visually cluttered, photos taken by non-professional photographers, and cropped images that obscure the subject matter.



ILLUSTRATION STYLE

Organic Illustrations

To further strengthen and anchor our brand and design principles, we have developed an array of illustrations that help the viewer's mind stay connected to our **brand idea: start with food**. Based on fruits and vegetables, these illustrations are accompanied by textures and patterns that make our brand feel organic, warm, and approachable.

The hand-drawn style of the illustrations also references the human-centered nature of our work—it's a nod of recognition and gratitude to the farmers, food producers and businesses, and others across the food system who nourish us all. The drawings' natural colors and rough-hewn edges echo the vibrant images in our photography.

As a starting point, the illustrations shown here can be used with two color tones, as shown, or in full color from the palette (see next page). As Fair Food Network creates more illustrations in the future, graphics should keep an organic, rough-around-the-edges, handcrafted style that maintains consistency with this original set of drawings.

GRAPHICAL ELEMENTS



It starts
with food.



Framing The Image

The frame from our logo can be used as a graphic element to frame an image. We use the frame to highlight a range of people and places that show diversity across the food system value chain.

When used in combination with our illustrations, patterns, and textures, we can create engaging, layered, and dynamic design layouts. These graphical elements are an extension of our brand to further customize page layouts or sections within a website.

On this page, we have created two examples of how these elements may come together in both, light or dark background design layouts.

Usage:

When framing images, be sure to maintain the same frame-line thickness throughout a webpage or document layout. Avoid varying thicknesses.

Offset the frame-line to achieve a layered and dynamic look and feel. Use similar off-set proportions if using different size images.



Contact

Have questions, or want to know more? Connect with the Communications team:

media@fairfoodnetwork.org
fairfoodnetwork.org